



WTIC-TV

## ORDER

Print Date 10/23/12

Page 1 of 2

Flight Dates 10/25/12-11/05/12

Contract / Revision 401158 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser American Unity Pac

Agency Multi Media Services

Buying Contact

915 King Street  
2nd Floor  
Alexandria, VA 22314Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
AMERICAN UNITY PAC

Agency Com 15%

Billing Contact  
915 King Street  
2nd Floor  
Alexandria, VA 22314Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 5332

Alt Order # 06393209

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 13% Market Value 68461

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	61%	41761
4WVIT	26%	17800
5WTNH	%	0
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$2,040.00	\$2,400.00	0.00	10/01/12	10/28/12	9	\$2,040.00	\$2,400.00
November 2012	24	\$5,525.00	\$6,500.00	0.00	10/29/12	11/05/12	24	\$5,525.00	\$6,500.00
Totals	33	\$7,565.00	\$8,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/29/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$400.00		0.00			
E 2	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
E 3	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$400.00	02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
E 4	61	10/25/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$400.00		0.00			



WTIC-TV

Print Date: 10/23/12

Page 2 of 2

Contract / Revision **401158** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **American Unity Pac**Product **AMERICAN UNITY PAC**Estimate # **5332**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$350.00		0.00			
E 6	61	10/29/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$350.00		0.00			
E 7	61	10/25/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	2	\$350.00	02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$350.00		0.00			
E 8	61	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$150.00		0.00			
E 9	61	10/29/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$150.00	02	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$150.00		0.00			
E 10	61	10/25/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---TF--	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$150.00		0.00			
E 11	61	11/05/12	11/05/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$200.00		0.00			
E 12	61	10/29/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	MTWTF--	:30	5	\$200.00	02	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
E 13	61	10/25/12	10/26/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---TF--	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$200.00		0.00			
E 14	61	11/04/12	11/04/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$200.00		0.00			
E 15	61	10/28/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$200.00		0.00			
Totals													33	\$8,900.00	